



# PEMBROKESHIRE PUBLIC SERVICES BOARD ANNUAL REPORT 2024-25

## **Introduction**

Welcome to Pembrokeshire Public Services Board's (PSB) annual report for 2024-25, where we highlight the steps taken to meet the objectives set out in our Well-being Plan for Pembrokeshire.

The report outlines the work PSB partners have been delivering to meet our collective 'well-being duty' to improve the economic, environmental, cultural and social well-being of people and communities in Pembrokeshire, now and in the future. This involves working differently and focusing on areas where working in partnership can have the greatest impact, and where our collective influence adds value above and beyond what we already do as individual organisations.

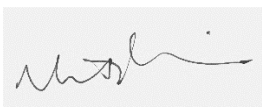
## **Foreword**

This is our second annual report following publication of our latest Well-being Plan in 2023 and outlines progress against delivering the objectives set out in the Plan.

This year has seen the second Annual Poverty Summit held in Pembrokeshire, focused on bringing together a cross section of professionals and local leaders from a variety of organisations, alongside PSB members, to explore solutions to alleviating poverty in the local area. A Volunteering Strategy for Pembrokeshire was also published in the Spring, which aims to support and inspire individuals, organisations, and businesses to engage in meaningful volunteer activities that benefit volunteers, the volunteering 'ecosystem' and the wider community.

Although progress in delivering our Plan over the last 12 months has been challenging in some areas, we continue to try and focus on areas where working in partnership can have the greatest impact and where our collective influence can add value above what we already do as individual organisations.

I will be stepping down from my Cabinet position at Pembrokeshire County Council in May and therefore will no longer be Chair of the PSB from that time. I am proud of the work of the PSB over the past two years and would like to thank all partner agencies for their contributions to the work of the Board, and to wish the Board luck in its future endeavours.



**Cllr Neil Prior**  
**Chair of Pembrokeshire PSB**

## Background and Context

Pembrokeshire PSB has identified four Well-being Objectives to act as a framework through which the PSB can prioritise areas of focus in its Well-being Plan. These are:

1. Work with our communities to reduce inequalities and improve well-being
2. Promote and support initiatives to deliver decarbonisation, manage climate adaptation and tackle the nature emergency
3. Enable safe, connected, resourceful and diverse communities
4. Support growth, jobs and prosperity and enable the transition to a more sustainable and greener economy

Although we have a Well-being Objective concerned with the economy and growth, there is already a broad range of existing partnership arrangements and boards focusing on this work in the local area. Therefore, to avoid duplication, the PSB has agreed not to work directly towards delivery of this Objective, but to take advantage of opportunities to contribute towards this Objective where we can.

The PSB has chosen to focus on three priority areas concerned with:

- Poverty and inequalities
- Nature, Decarbonisation and Climate Change
- Strengthening Communities

We continue to use a three-tiered approach to delivery and reporting for each of these priority areas. The PSB itself (Gold level) provides direction, support, challenge and oversight of progress and delivery. The individual project groups (Silver level) are Chaired by PSB members to ensure accountability and ownership of delivery of the Plan and are also responsible for identifying and allocating resources and leading on engagement for each project area. Operational groups (Bronze level) support the work of the project groups. At each PSB meeting a 'spotlight' session is held on one of the project areas to provide a more in-depth focus on progress, achievements, aspirations and concerns.

## Our Well-being Objectives

*Work with our communities to reduce inequalities and improve well-being*

*Contribution to the National Well-being Goals*



### Overview

The **Poverty and Inequalities** working group supports delivery of this objective and is Chaired by the Local Authority. Delivery of the actions within the Poverty Strategy published in 2023 continues, which was informed by local and national data and the experiences of those in poverty in Pembrokeshire. This sub-group meets regularly to oversee delivery of actions and to collaborate on delivery of grant funded projects.

### Our progress during 2024-25

- Pembrokeshire's second Poverty Summit held in April 2025, with a continued focus on exploring local issues and identifying creative solutions to combatting poverty in Pembrokeshire.
- In early 2025 Pembrokeshire County Council purchased a software package which will support the work of the working group. The LIFT (Low Income Family Tracker) platform uses data from a number of sources to identify those who may not be claiming benefits they are entitled to
- A lived experience sub-group is also being developed involving individuals affected by poverty to explore their experiences of accessing available support services and systems.

## **The next 12 months**

- Reflect on feedback from the 2025 Poverty summit before starting to plan for the next summit in 2026
- Run initial campaigns as a consequence of the LIFT platform purchase
- Establish the lived experience sub-group and integrate recommendations from the group into the work of the Poverty and Inequalities working group

*Promote and support initiatives to deliver decarbonisation, manage climate adaptation and tackle the nature emergency*

*Contribution to the National Well-being Goals*



## **Overview**

The **Nature, Decarbonisation and Climate Change** group is made up of three distinct project areas each with an individual lead officer. The work of the group has been held back this year due to changes in Chair and individual officer capacity to contribute to project delivery.

## **Our progress during 2024-25**

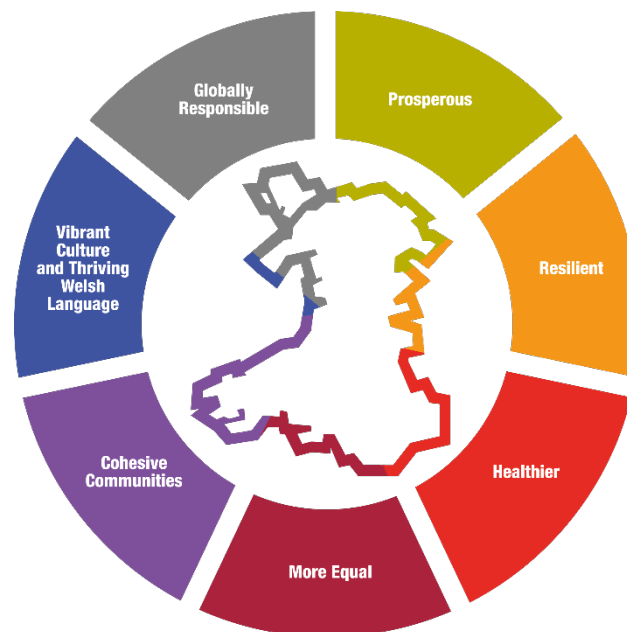
- Development of a Climate Adaptation Toolkit for Pembrokeshire, designed to help communities in Pembrokeshire build resilience to the increased risks from climate change
- Ongoing work to develop an implementation plan for carbon literacy training
- Engagement with various PSB partners to provide training and information sessions on areas of interest to schools. Further work needed to develop a framework for all PSB partners to demonstrate and report on how they are contributing to maintaining and enhancing biodiversity and promoting the resilience of ecosystems

## **The next 12 months**

- Continue to meet with communities to get further input and feedback on the Climate Adaptation Toolkit
- Pembrokeshire's Local Area Energy Plan (LAEP) is now being delivered regionally through the South-West Wales Corporate Joint Committee. Further work is needed over the next few months to identify areas within the LAEP where the PSB can contribute to this delivery or utilise its collective influence to address any areas of challenge
- Secure funding to continue contributing to PSB project activity

*Enable safe, connected, resourceful and diverse communities*

*Contribution to the National Well-being Goals*



## Overview

The **Strengthening Communities** sub-group leads on work for this objective, building on work undertaken as part of our first Well-being Plan. The aim is to have a stronger focus on strengthening our communities and on enabling them to become more resourceful, working alongside local people on the things that matter most to their communities. The work of this group focuses on the principles of Active, Connected, Resourceful and Sustainable Communities.

Priorities identified for 2024/2025 were:

- Volunteering
- Community profiles and wellbeing plans
- Social enterprises
- Community Asset Transfer
- Community Hub / Connectors



## **Our progress during 2024-25**

- A Volunteering Strategy has been produced and will be published in June 2025
- A stakeholder group for Community profiles and Well-being plans was established in late 2024 and communities from across Pembrokeshire invited to apply to work with the project to co-create their own plans and profiles. Following selection, four communities were initially selected with two (Crymch and St Davids) choosing to go forward and develop their own plans. Engagement events, development days and training have been taking place in both and there has been targeted work with local schools to engage with children and young people.
- Steering Group established for the Community Hub (a one-stop shop for advice, guidance, information and signposting in the county) and the Community Connectors (who provide support people to access community-level services and activities that will help them maintain independent lives) to oversee future changes and ensure model remains sustainable
- Training on the Most Significant Change (MSC) story gathering methodology was delivered by Together for Change, Swansea University and PCC in June 2024. The first set of stories have been collated and considered at two panel discussions and a small selection of these were presented at the February PSB meeting to promote discussion about how such qualitative evidence can influence decision making.

## **The next 12 months**

- Commence work required to design the interface between the Adult Social Care 'front door' and Community Hub, and related systems, processes and resources
- Continue to use the Most Significant Change process and methodology to support partnership working and decision making
- Support ongoing delivery of key activities to support communities including Keep Well roadshows, Live Well for Less and Keep Warm, Keep Well campaigns

## **Reflections and looking forward**

Despite our best efforts to deliver projects across a range of areas that aim to improve the lives of those living in our County, wider issues outside of the PSB's influence continue to challenge and impact on these goals.

For example, from the perspective of Pembrokeshire College, significant levels of poverty persist which has a direct impact on learners, many of whom face daily challenges such as affording food, travel, and basic life essentials due to ongoing cost of living pressures. We are also re-examining our Nature, Decarbonisation and Climate Change (NDC) workstream within the Well-being Plan, which is complex in terms of delivery as it combines three separate but interconnected project areas. Solutions include considering whether we have the right structures in place to deliver what is in the Well-being Plan or whether we need to look again at what's in the Plan in order to focus on what needs to be done collectively as partners.

With this and other challenges in mind, we will continue to look for opportunities to utilise our collective resources and to explore different ways of working to deliver the Plan, building on our successes and progress to date. Work is underway to map the recommendations for PSBs outlined in the Future Generations Report 2025, to determine how these might fit into the delivery of Pembrokeshire's current Well-being Plan or influence preparations for the next Plan. The PSB will continue to look for opportunities to embrace other important pieces of work where it can add its influence and value as and when these emerge, however, as always, our success will depend upon the commitment and enthusiasm of partners to work together on delivery of our ambitions.